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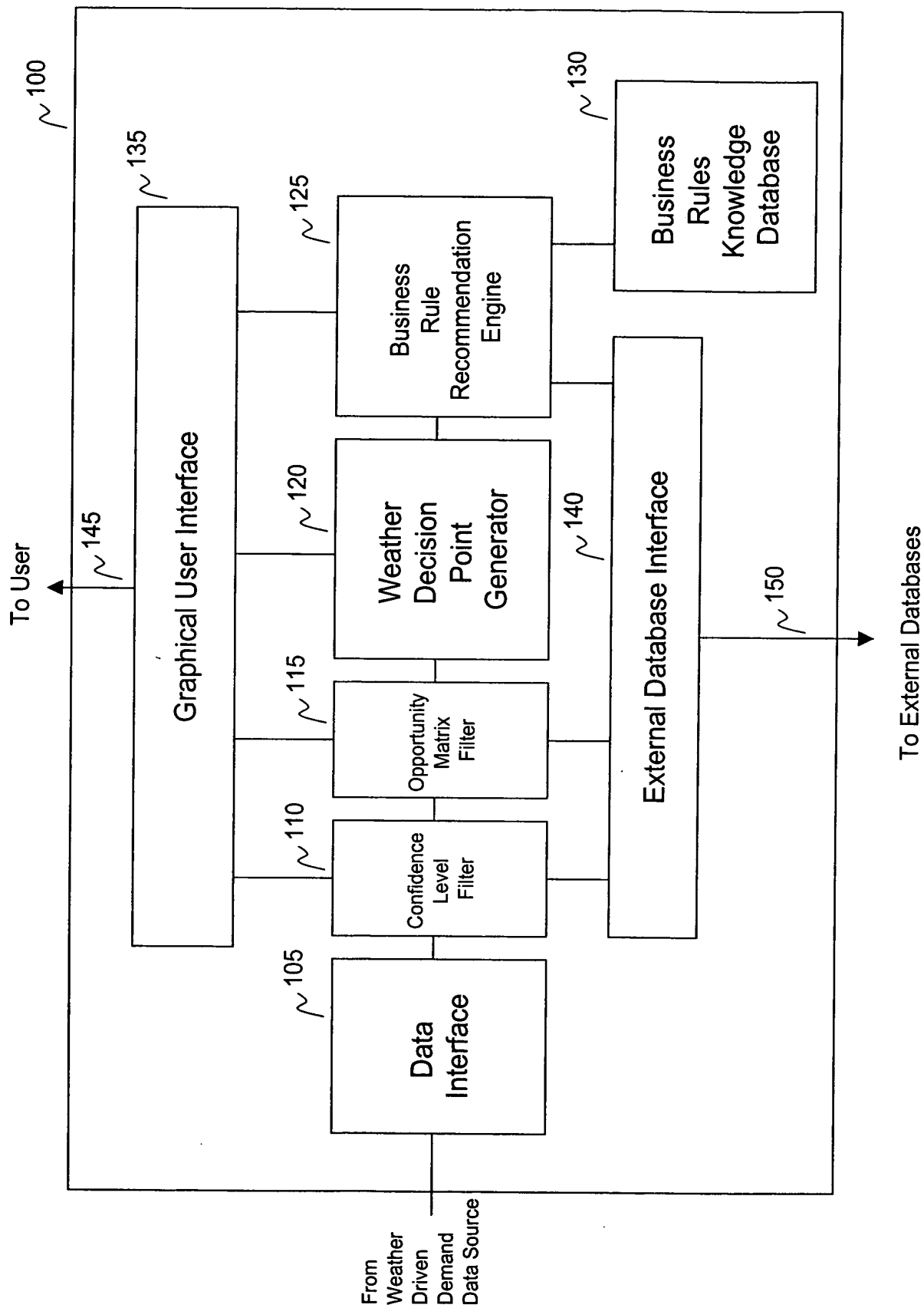


FIG. 1

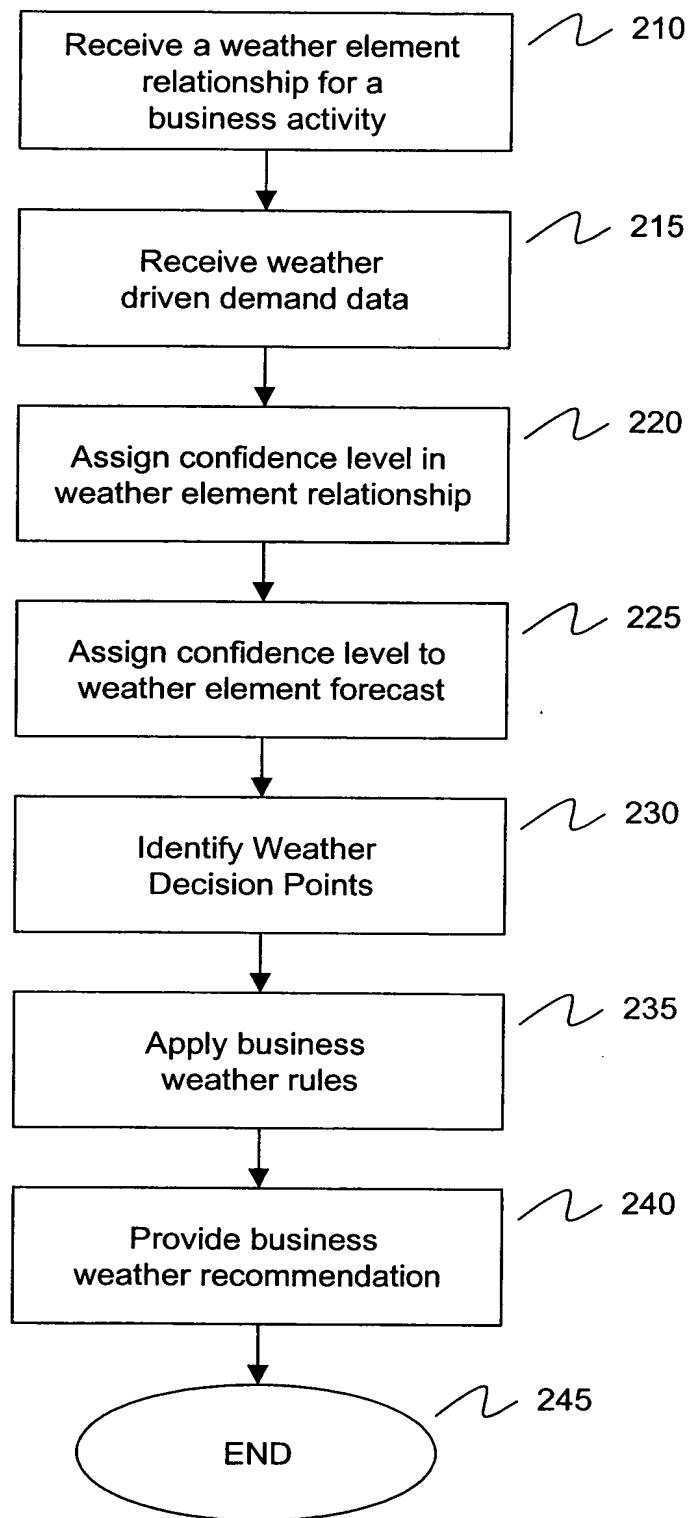


FIG. 2

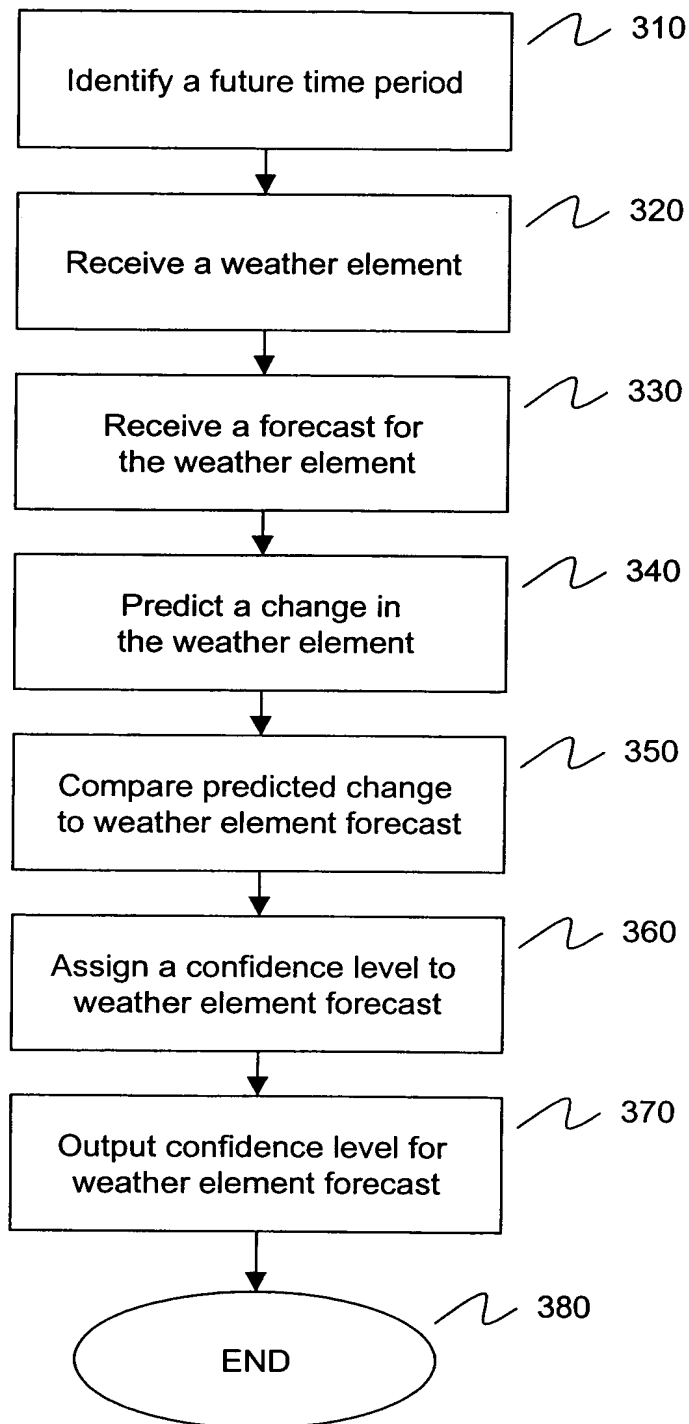


FIG. 3

Shovel Weather Driven Demand

	Time Period 1	Time Period 2	Time Period 3	Time Period 4	Time Period 5	Time Period 6
Location 1	+ 10%	+ 15%	+ 20%	+ 20%	+ 20%	+ 15%
Location 2	+ 05%	+ 05%	- 10%	- 15%	- 10%	+ 00%
Location 3	- 20%	- 20%	- 40%	- 40%	- 20%	- 20%
Location 4	+ 70%	+ 70%	+ 20%	+ 05%	+ 05%	+ 05%

FIG. 4

ALERT.....Heat-wave in 10days will drive AC sales up 75% (more).....ALERT

Impact Selector

PRODUCT

Lawnmowers

LOCATION 

Atlanta

TIME Δ Season

© 2000 Blackwell Science Ltd

BUSINESS FOCUS

Excess Inventory

THE UNIVERSITY OF CHICAGO PRESS

THE

ALLOCATION

Replenishment

Price Promotions

BOOKS BY




○

Media Training

MESSAGES

Today:

1

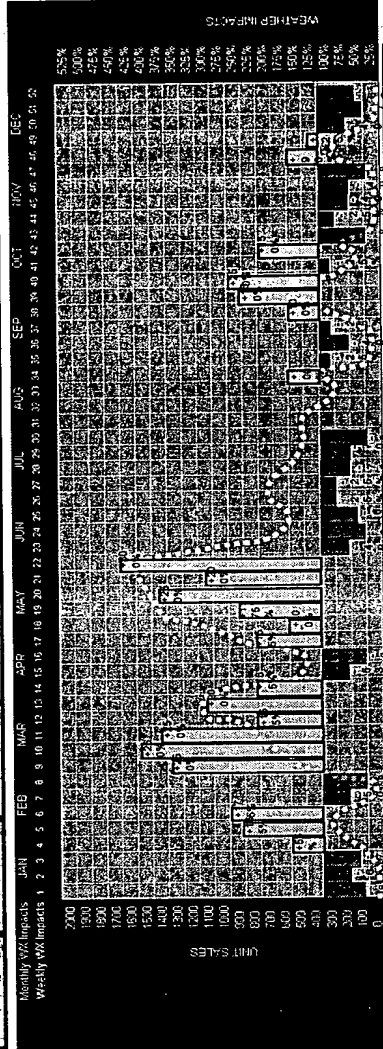
This View

3

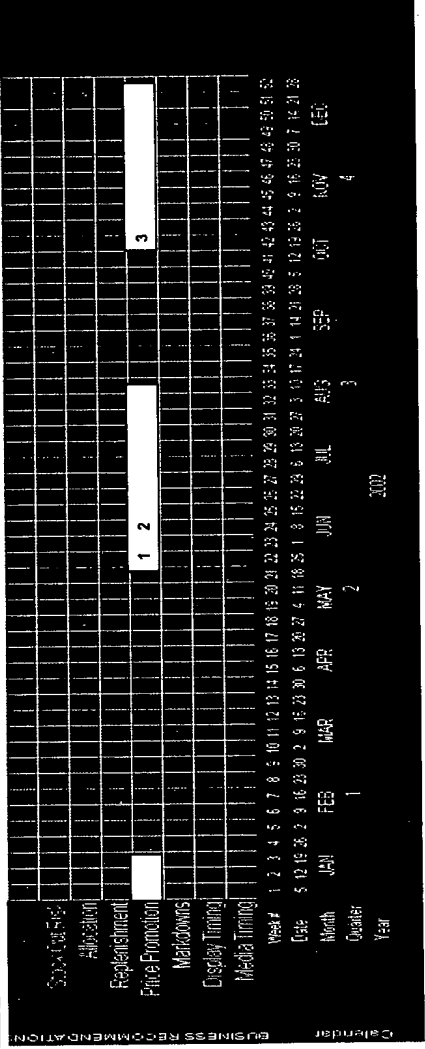
Product

12

ATLANTA, GA (SEASON)

[illegible]

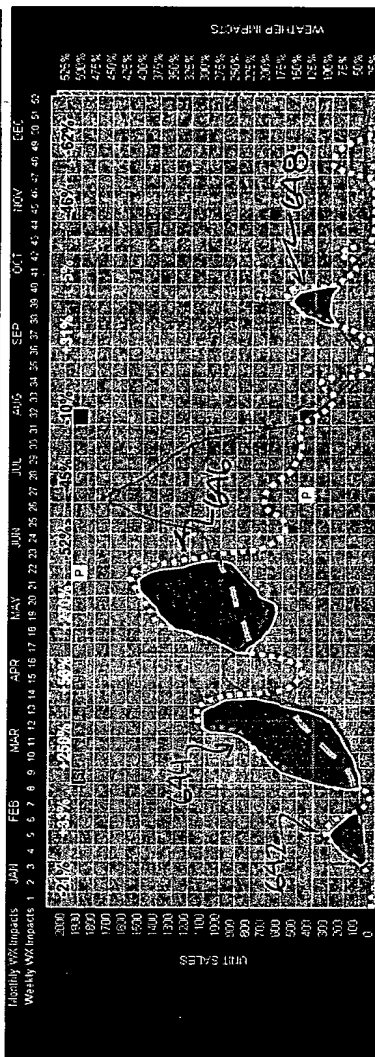
Price Promotion Recommended Periods



ALERT.....Heat-wave in 10days will drive AC sales up 75% (more).....ALERT

ATLANTA, GA (SEASON)

LAWN MOWERS



Available Overlays: ☒ 2001 (LY) ☐ Year Over Weather Impacts ☐ Inventory Stock Out ☐ Media Advertising TV ☐ Last Week Month ☐ Next 1-10 Days ☐ Alerts

☐ 2000 ☐ Month Weather Impacts ☐ Excess Inventory ☐ Markdown Risk ☐ Price Promotion

☐ 1999 ☐ Week Weather Impacts ☐ Displays, FSIs ☐ Price Promotion

Date: 5/12/02 2:15:23 PM 2:15:23 PM 2:15:23 PM 2:15:23 PM 2:15:23 PM 2:15:23 PM 2:15:23 PM 2:15:23 PM 2:15:23 PM 2:15:23 PM 2:15:23 PM 2:15:23 PM

Month: JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

Quarter: 1 2 3 4

Year: 2002

Stock Out Risk 4,500 UNITS SHORT vs CURRENT PLAN

Allocation	-256	-1545	-3,100	-299
Replenishment				
Price Promotion				
Markdowns				
Display Timing				
Media Timing				
Week #	1	2	3	4
Date	5/12/02	5/19/02	5/26/02	6/2/02
Month	JAN	FEB	MAR	APR
Quarter	1	2	3	4
Year	2002	2002	2002	2002

2-610

2-620

FIG. 6